

The Eastern Regional Symposium is Coming to DC!

By: Jen Bottomley, HGA

It has been an exciting year for the CoreNet Mid-Atlantic Chapter. In addition to hosting the Global Summit last October, we are privileged to be chosen to host the 2015 Eastern Regional Symposium (ERS) at Georgetown University on June 8-9.

The ERS is a regional symposium that focuses on supporting the Corporate Real Estate Executives who are involved in strategic planning and real estate decisions as well as those that support them. Chapters that make up the Region include: Mid-Atlantic, Connecticut/Westchester, Long Island, New England, New Jersey, New York City and Philadelphia.

The two-day event will be focused on “The Art and Science of Influencing Outcomes” through general sessions, breakout sessions, networking opportunities, and off-site tours.

Notable speakers from corporations, government and academia will discuss the dynamics behind communicating powerfully, using data effectively, obtaining buy-in at all levels, and overcoming challenges and resistance.

Tours will include the US Capitol Visitors Center; Crystal City/Pentagon 9/11 Memorial; and Pop-Up Neighborhoods – NOMA, SHAW and Chinatown.

While the ERS has a capacity of 400, it gives CoreNet members the opportunity to network and learn with other local members as well as developing skills that will help make you an influential leader.

Sponsorships opportunities are still available by contacting Carolyn Lagermasini at ers@corenetglobal.org.

Meet the Mid-Atlantic Chapter’s New Executive Committee

The term for the Mid-Atlantic Chapter’s new leadership began on January 1, 2015. The incoming Executive Committee is comprised of a mix of new and seasoned board members – Stacy Cohen, Al Nielsen, Karen Fields and Peter Van Emburgh. We asked Stacy, Al, Karen and Peter a few questions to get to know them better – and we did. Enjoy!



Stacey Cohen – Director, Corporate Facilities, Marriott International, Inc. CoreNet Mid-Atlantic President

Stacey joined Marriott International, Inc. in 2001 and is currently a Director in the Corporate Facilities department. Most recently she has become involved in project management of various types of projects from Tax Incentives to systems implementations. Stacey is

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Upcoming Events:

- Mar. 10: **Mid-Atlantic Chapter Young Leader Happy Hour**
District Commons, Washington, DC
- Mar. 20: **Mid-Atlantic Chapter Supporting Virtual Presence and Collaboration**
Tysons Corner, VA, Baltimore, MD, and Richmond, VA
- Jun. 8-9: **2015 Eastern Regional Symposium: The Art and Science of Influencing Outcomes**
Georgetown University Hotel and Conference Center, Washington, DC

Visit the [upcoming events](#) section of the chapter website for more information and to register.

What Can CoreNet Mean for YOU?!!

STAY CONNECTED: The Mid-Atlantic real estate markets continue to grow and evolve. CoreNet Mid-Atlantic is a great knowledge resource for understanding changes, trends, and industry practices.

NETWORK: Get the most from your old, existing and new colleagues and friends. Collaborating and sharing ideas can help build your professional and personal growth objectives.

LEARN: Our Education Programs for 2015 prove to be exciting and informative. Events are focused on various disciplines offering topics inside and outside your everyday worlds.

SERVE: Community Outreach. Give back to your community.

FUN! YES, we say FUN: Our special events continue with our Annual Golf Outing, Young Leader Events and Holiday Gatherings!

The Chapter is a great forum to bring peer colleagues together from all real estate functions... from end users to service providers and economic developers. Being a member helps to create lasting, value-added relationships in a casual environment. We urge you to consider this opportunity to enhance your professional well-being through Connecting, Growing, Learning and Belonging! Renew your membership today!

In addition to all of the great benefits of being a CoreNet member, the Mid-Atlantic Chapter is offering a chance to win a \$50 gift card! Renew your CoreNet membership prior to 5:00 PM EST on Tuesday, March 3, 2015 and you will be automatically entered into a raffle to win a \$50 gift card.

Two winners will be drawn on Wednesday, March 4, 2015!

TIME TO RENEW? ▶

JOIN NOW ▶

Letter from the President

Mid-Atlantic CoreNet Members:

I look forward to serving as the CoreNet Mid-Atlantic Chapter President in 2015 as we embark on another exciting year ahead. The upcoming year will be full of excellent programs, valuable networking, and the opportunity to host our fellow Eastern Region Chapters at the Eastern Region Symposium in June.

Coming off the Global Summit in 2014 our membership has exceeded 400 members and we have been seeing great participation rates at our local events in all market segments including Richmond and Baltimore. The Board is aligning the Chapter with Global's initiatives in the upcoming year with strategic objectives including forming relationships with local universities and innovative programming for our members.

I'm honored to be serving as President along with the other members of the Executive Committee: Al Nielsen, AOL Inc - Vice President, Karen Fields, Himes Associates - Secretary and Peter Van Emburgh, CBRE - Treasurer. I sincerely thank Pierce DeGross for all of his efforts leading us in 2014 and look forward to continuing to work with him in his role as our Immediate Past President and Advisor.

In 2015, we will build on past successes and continue to grow the Chapter. Please check our website and look for our regular e-mails regarding upcoming events. I look forward to working with you and seeing all of you at upcoming events this year!



Sincerely,

Stacey Cohen
President Mid-Atlantic Chapter
CoreNet Global

 **Mid-Atlantic Chapter**

CORENEWS

Winter 2015

Executive Committee Mid-Atlantic Chapter

Stacey Cohen, President • Marriott International
Al Nielsen, Vice President/President-Elect • AOL, Inc.
Peter Van Emburgh, Treasurer • CBRE
Karen Fields, Secretary • Himes Associates, Ltd
Pierce DeGross, Past President/Advisor • General Dynamics IT
CoreNet Global • 133 Peachtree Street, N.E., Suite 3000 • Atlanta, GA 30303

March 10:

Young Leaders Happy Hour



The Young Leaders of CoreNet are young professionals and emerging leaders who are ambitious, contributing members of our industry.

We invite you to come support our next generation of industry leaders through relationship building and sharing skills and experiences.

Whether you are a member or considering membership, whether a Young Leader, or a seasoned professional, please join us for networking and refreshments at District Commons to show your support for our Young Leaders. We look forward to seeing you on March 10th!

[Click here](#) to see who's coming!

Date: Tuesday, March 10, 2015, 5:30 PM - 7:30 PM

Location: District Commons, 2200 Pennsylvania Avenue, NW, Washington, DC 20037

Cost: Member \$35.00

Non-Member \$60.00

Young Leader (Under 35) \$25.00

[Register Now](#)

March 20:

Supporting Virtual Presence and Collaboration

Innovation requires collaboration, and in today's mobile and global work environment collaboration is beginning to take a variety of forms. Individuals and teams are increasingly finding themselves meeting virtually. Join us for a presentation and panel discussion around the drivers behind the increase in virtual collaboration, and the considerations CRE and design professionals need to understand in order to facilitate effective virtual meetings.

The program will be held concurrently in Tyson Corner, Baltimore and Richmond with panel members from each venue participating via videoconferencing.

Panelists:

Barry Mark, Vice President, Workplace Solutions, Capital One Services

Samantha Fisher, Senior Manager, Workplace Innovation, Capital One Services

Martin Weiss, Telecommunications Manager, Lockheed Martin Corporation

Terry Sullivan, Director of Integrated Technologies, Steelcase

Registration information coming soon...

Date: Friday, March 20, 2015, 12:00 PM - 2:00 PM (Eastern Time (US & Canada))

Location: Tyson Corner VA, Baltimore MD and Richmond VA

June 8

Eastern Regional Symposium Heads to DC: The Art and Science of Influencing Outcomes



The Eastern Regional Symposium (ERS) Planning Team is pleased to announce that the 2015 ERS will be held June 8 - 9, 2015 at Georgetown University in Washington, DC. The theme for the coming event is "The Art and Science of Influencing Outcomes."

The 2015 event offers something for everyone - there will be several tours around the city, valuable educational sessions, terrific networking opportunities and more. This event is brought to you by the following CoreNet Global Chapters: Mid-Atlantic; Connecticut/Westchester; Long Island; New England; New Jersey; New York City; and Philadelphia.

Registration is now open to Corporate End User Members! [Click here](#) to register

[Click here](#) to see who's coming!

Sponsorship Opportunities are Available! Please contact Carolyn Lagermasini, ERS Administrator at ers@corenetglobal.org for more information.

Date:

Monday, June 8 - Tuesday, June 9, 2015

Location:

Georgetown University Hotel and Conference Center, Washington, DC

Event Fees:

End User \$195.00

End User Young Leader \$125.00

Service Provider \$285.00

Service Provider Young Leader \$145.00

Member in Transition \$125.00

[Register Now](#)

January 29:

Mid-Atlantic Chapter heads to Richmond to SnagAJob

By: Jen Bottomley, HGA

CoreNet Mid-Atlantic Chapter held a Richmond Education Session on Thursday January 29, 2015 for a tour and discussion of its unique, non-traditional corporate environment nearly three years after its unveiling.



This exciting property, designed by Baskervill, has proven three years after its launch that a non-corporate, corporate headquarters works for not only SnagAJob senior management but its varied generational employees and fast-changing technology.

Susan Orange, Baskervill Associate Principal, Director of Workplace Strategies and Jessica Bennett, Snagajob HR Specialist provided tours of the facility and discussed the design process. They discussed how Snagajob associates “Snaggers” were included in the design process, the few things that would be done differently, and that three years later the facility has been well received and has had few changes from the original design. One of the highlights of the evening was watching CoreNet members take a ride down the slide.

Finally, as part of this evening, longtime CoreNet Richmond Board Member, JoAnn Lane, was recognized for her many years of support of the Mid-Atlantic Chapter. She was presented with a gift from the CoreNet Board and standing ovation from the grateful crowd. JoAnn has been an integral part of our CoreNet group in Richmond leading many educational events and promoting our Richmond area to the CoreNet Mid-Atlantic Board in Washington DC. We wish her well in her new adventure.



February 4th

End Users Gather at Café Milano

By: Nicole Thomas, Steelcase

More than 20 end users met Wednesday February 4th at Café Milano to discuss change in the workplace and how to positively handle it using change management. Led by Cheryl Duvall of Avance, LLC the group discussed problems they have faced with moves and office changes as well as discussed ways they overcame these issues.



One quote that Cheryl shared was that during moves and renovations “we over estimate what we have and we underestimate what we’re gonna get”.

Mid-Atlantic Chapter Announces New Leadership

Congratulations to the CoreNet Mid-Atlantic Chapter’s incoming Executive Committee and Board of Directors! We understand the importance of strong leadership in the continued growth and development of the Mid-Atlantic Chapter and look forward to the upcoming year working with a great team. With that said, we are pleased to announce the following 2015 officers:

Executive Committee:

- **Stacey Cohen**, President
- **Al Nielsen**, Vice President/President-Elect
- **Peter Van Emburgh**, Treasurer
- **Karen Fields**, Secretary
- **Pierce DeGross**, Past President/Advisor

Board of Directors:

- **Jennifer Bottomley**, Communications Committee Co-Chair
- **Nicole Thomas**, Communications Committee Co-Chair
- **Scott Brideau**, Community Outreach Co-Chair
- **Jeff Groh**, Community Outreach Co-Chair
- **Kim Dize**, Gala Co-Chair
- **Tracy Allen**, Gala Co-Chair & Sponsorship Committee Chair
- **Katrina Redmond**, Membership Committee Co-Chair
- **Chris Szutz**, Young Leaders Chair & Membership Committee Co-Chair
- **Sheryl Etelson**, Programs Chair
- **Kristen Inghram**, Programs Committee Co-Chair - Richmond
- **Andrew Green**, Programs Committee Co-Chair - Richmond
- **Winona Leaman**, Special Events Committee Chair

Meet the Mid-Atlantic Chapter's New Executive Committee *continued from page 1*

responsible for sustainability initiatives including project management of Marriott's recent LEED certification for their 31 year old headquarters building.

What year did you join CoreNet?
2010

What do you find most valuable about being a part of CoreNet?
Networking with peers.

What do you most want to accomplish in your EC position this year?
Assist in increasing value for our members.

In one word, describe yourself.
Passionate

Favorite CoreNet event attended?
Gala

Favorite restaurant?
Wine Kitchen, Cava, or Isabellas – Tough one!!!

Favorite vacation spot?
National Parks – hiking, views and solitude

Favorite sports team or athlete?
Washington Capitals – Nicky Backstrom

Any hidden talents?
Cooking and all things culinary - from making fresh pasta to baking to watching cooking to enjoying new restaurants.



Al Nielsen –
Vice President –
Corporate Services,
AOL Inc
CoreNet Mid-Atlantic
Vice President/
President-Elect

Al is responsible for global Real Estate, Construction, Space Planning, Facility Operations, Security, EH&S and Business Services. He joined AOL in April 1996 serving in a number of capacities in Corporate Services. The real estate portfolio currently consists of over 50 locations totaling approximately 2.1 million square feet. Overall, Al has 30 years of real estate experience. In addition to serving on the CoreNet Mid-Atlantic Executive Committee, he also serves as Director - Loudoun County Chamber of Commerce and Vice Chair - Loudoun School Business Partnership.

What year did you join CoreNet?
2007

What do you find most valuable about being a part of CoreNet?
I most value the education and networking events.

What do you most want to accomplish in your EC position this year?
Raise awareness of the value that CoreNet can provide its members.

In one word, describe yourself.
Earlybird

Favorite CoreNet event attended?
End-User dinner

Favorite restaurant?
Always on the hunt for great Italian food.

Favorite vacation spot?
Deep Creek Lake

Favorite sports team or athlete?
The Caps!

Any hidden talents?
I'm working on becoming a wine snob.



Karen Fields –
Vice President,
Himes Associates, Ltd
CoreNet Mid-Atlantic
Secretary

Over the past 17 years
Karen Fields has

worked to embrace the strategic integration of account management responsibilities with operations management to establish, service, and maintain client relationships at Himes Associates Ltd. As Vice President and Principal, Karen is dedicated to providing national development management, project management and relocation management consulting services to Corporate Users of Commercial Real Estate.

Karen's innate ability to ask questions and listen to a client's needs, as well as identify trends within the marketplace, helps Himes Associates Ltd. shape service packages and delivery models to meet the changing needs of her clients.

Karen also serves on the Executive Committee as Secretary of the Mid-Atlantic Chapter of CoreNet, and Host Chair for the 2015 CNG Eastern Regional Symposium

What year did you join CoreNet?
1999

What do you find most valuable about being a part of CoreNet?
Knowledge Sharing and making connections

What do you most want to accomplish in your EC position this year?
To encourage growth and to win the CNG 2015 Chapter of the Year Award.

In one word, describe yourself.
Optimistic (full disclosure . . . I had to ask my family)

Favorite CoreNet event attended?
Eastern Regional Symposium

Favorite restaurant?
Usually the one I am sitting in with family and friends.

Favorite sports team or athlete?
The Nationals

Any hidden talents?
I'm a wiz at ping pong



Peter Van Emburgh
– Director of Strategic
Consulting, CBRE
CoreNet Mid-Atlantic
Treasurer

As Director of Strategic
Consulting in CBRE's

Global Corporate Services, Peter specializes in delivering corporate real estate solutions focused on portfolio optimization, strategic planning, CRE organizational design, workplace strategies and change management, and occupancy cost solutions to public sector clients.

His work with portfolio management focuses on the strategic transformation of multi-billion dollar real estate portfolios. Most recently, Peter has worked collaboratively with public sector clients in the formulation of portfolio optimization and cost containment strategies.

What year did you join CoreNet?
2011

What do you find most valuable about being a part of CoreNet?
Networking among colleagues and CRE thought leaders.

What do you most want to accomplish in your EC position this year?
Build upon the financial stability of the Chapter and leverage funds to support educational, social and outreach programs.

In one word, describe yourself.
Jersey

Favorite CoreNet event attended?
Global Summits

Favorite restaurant?
Poste

Favorite vacation spot?
Bay Head, New Jersey

Favorite sports team or athlete?
New York Yankees

Any hidden talents?

I'm presently undefeated at "Consulting Buzzword" Bingo (see: "Leverage" above).

Volunteer Opportunities



Share your expertise and support your Chapter... Volunteer today! This year, the Mid-Atlantic Chapter plans to add even more value to its members by delivering quality events and educational opportunities. To do that, we need the help of energetic volunteers just like you! Click [here](#) to view our committees. Each of them could use support with current objectives and help in creating new ones.

Note: You must be a member of CoreNet to participate on a committee.

Welcome New Members

Cynthia Arnold	• Trascient Management Consulting
Leonard Auchincloss	• JLL
Lee Bobo	• BB&T
David Foster	•
William Glass	• Sierra Nevada Corporation
Wendy Liebl	• MGAC
Nancy Lumb	• Intelsat
Carter Mackey	• Capital One
Jessica Manolas	• Holder Construction Company
Barry Matherly	• Greater Richmond Partnership
Chris Olson	•
Amanda Prasow	• Insight Management
Chethan Rao	• Newmark Grubb Knight Frank
Zarina Reznikov	• Gilbane Building Company
Steven Sansbury	• U.S. Department of State Bureau of Overseas Buildings Operations
Nicole Thomas	• Steelcase
Joseph Timbo III	•

Join the Mid-Atlantic Chapter on

Linked in

CoreNet Global

133 Peachtree Street, N.E., Suite 3000
Atlanta, GA 30303

CORENEWS

Winter 2015

Thanks to Our Sponsors

Pinnacle:



Platinum:



Gold:



TISHMANSPEYER

Silver:



Bronze:

- ADI Workplace Acoustics
- Alpha Corporation
- Cushman & Wakefield
- ECS Corporate Services, LLC
- Gensler
- Technical Innovation

EU Dinner Series:

- AOL, Inc.
- General Dynamics IT
- Hilton Worldwide
- Lockheed Martin
- ManTech International, Inc.
- Marriott International